

Message Text

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PAGE 01 STOCKH 00003 030718Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----030718Z 052597 /17

R 030615Z JAN 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
AMEMBASSY HELSINKI
INFO SECSTATE WASHDC 9433
AMCONSUL GOTEBOG

UNCLAS STOCKHOLM 0003

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: STC OPERATIONS MARKET RESEARCH: PACKING AND MATERIALS
HANDLING

1. DRAFT OF SUBJECT MARKET RESEARCH DISCUSSED WITH CONTRACTOR
AND SUMMARIZED FOLLOWING PARS. ADVANCE COPY AIRMAILED 12/29
TO OIM/TRAFTON.

2. PACKAGING AND MATERIALS HANDLING MARKET IN SWEDEN WAS
APPROX \$499 MILLION IN 1975 HAVING INCREASED FROM \$282 IN
1973; 1976 AND 1980 ESTIMATES ARE \$562 AND \$931 AT OVERALL
13 PERCENT GROWTH RATE. TOTAL IMPORTS: \$110 IN 1973, \$185 IN 1975,
\$208 IN 1976 AND \$334 IN 1980. US IMPORT SHARE : 4.6 PERCENT IN
1973, 7.3 PERCENT IN 1975, 8.5 PERCENT IN 1976 AND 11 PERCENT
IN 1980. ANNUAL GROWTH RATE 1976-80 EXPECTED TO BE 22 PERCENT.

3. CONVEYORS ETC COMPRISE 28 PERCENT OF MARKET AND WILL HAVE
15 PERCENT ANNUAL GROWTH 1976-IP. METAL PARTITIONS AND FIXTURES
ARE 24 PERCENT OF MARKET WITH 8 PERCENT ANNUAL GROWTH EXPECTED.
ELECTRIC TRUCKS ARE 9 PERCENT OF MARKET WITH 22 PERCENT GROWTH.
NON-ELECTRIC TRUCKS ARE 6 PERCENT OF MARKET, GROWTH 8 PERCENT.
PACKAGING EQUIPMENT IS 4 PERCENT OF MARKET, GROWTH 7 PERCENT.
US MARKET SHARE IS 6, 0, 8, 13, 15 PERCENT RESPECTIVELY.
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PAGE 02 STOCKH 00003 030718Z

4. IN CONSIDERATION OF PHYSICAL DIFFICULTIES IN HOLDING
AN EXHIBITION THIS THEME AT STC, RESEARCH CONTRACTOR
RECOMMENDS CONSIDERATION OF OFFSITE PROMOTION. 100-200
KEY SWEDISH VISITORS FROM INDUSTRY, ASSOCIATIONS AND
TRADE PRESS WOULD BE EXPECTED TO ATTEND SPT 1977 HELSINKI
TECHNICAL FAIR WHICH WILL SPECIALIZE THIS THEME; OFFSITE

IN HELSINKI SHOULD PROBABLY BE PRECEDED BY CATALOG SHOW
AT STC TO STIMULATE SWEDISH ATTENDENCE. STOCKHOLM
TECHNICAL FAIR IN OCT 1977 WOULD BE PREFERABLE EVENT
FOR OFFSITE TO REACH MAJORITY OF SWEDISH INDUSTRY.

5. POST SUPPORTS GENERAL CONCLUSIONS OF THIS THOROUGH
RESEARCH ON SWEDISH MARKET. STC THINKS IT TIMELY TO
INCREASE REGIONAL PROMOTION BY PARTICIPTION IN
INTERNATIONAL EVENTS SUCH AS HELSINKI TECHNICAL FIAR
AND THEME OF 1977 EVENT FITS NICELY. DECISION TO
PARTICIPATE MUST BE BASED TO SIGNIFICANT DEGREE ON
EMBASSY HELSINKI EVALUATION OF POTENTIAL IMPACT ON
FINNISH PACKAGING/MATERIALS HANDLING INDUSTRY;
RECOMMENDATIONS NEEDED ON MARKET TRENDS IN FALL 1977,
BEST PRODUCT LINE AND IDENTIFICATION OF BEST POTENTIAL
CUSTOMERS, END-USERS AND AGENT UNIVERSE.

6. SEPARATE MESSAGE ON SITE SURVEY CONDUCTED SEPT 1976.
SMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 03-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
Errors: N/A
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Format: TEL
From: STOCKHOLM
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t19770184/aaaacvmo.tel
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